



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

# CONTRACT

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>198078 /         |  | <u>Alt Order #</u><br>06841328                         |
| <u>Product</u><br>NEW DIRECTION PROJEC         |  |  |
| <u>Contract Dates</u><br>08/13/12 - 08/14/12   |  | <u>Estimate #</u>                                      |
| <u>Advertiser</u><br>POL/New Direction Project |  | <u>Original Date / Revision</u><br>08/13/12 / 08/13/12 |
| <u>Billing Cycle</u><br>EOM/EOC                | <u>Billing Calendar</u><br>Broadcast           | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>WTNH                         | <u>Account Executive</u><br>Petry Philadelphia | <u>Sales Office</u><br>Petry/Philadelph                |
| <u>Special Handling</u>                        |  |  |
| <u>Demographic</u><br>Adults 35+               |  |  |
| <u>IDB#</u>                                    | <u>Advertiser Code</u><br>NDRT                 | <u>Product Code</u>                                    |
| <u>Agency Ref</u><br>IN2865/SP5324/AL107       |  | <u>Advertiser Ref</u>                                  |

And:

**Luc Inc**  
**25 Whitlock Place**  
**Suite 200**  
**Marietta, GA 30064**  
**USA**

| *Line         | Ch   | Start Date        | End Date        | Description     | Start/End Time | Days | Length | Spots/<br>Week    | Rate        | Type | Spots     | Amount            |
|---------------|------|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|-----------|-------------------|
| N 1           | WTNH | 08/14/12          | 08/14/12        | News 8 @ 5a-6a  | 5a-6a          |      | :30    |                   |             | NM   | 1         | \$450.00          |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                   |
| Week:         |      | 08/13/12          | 08/19/12        | -T-----         |                |      |        | 1                 | \$450.00    |      |           |                   |
| N 2           | WTNH | 08/14/12          | 08/14/12        | News 8 @ 5a-6a  | 5a-6a          |      | :30    |                   |             | NM   | 1         | \$600.00          |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                   |
| Week:         |      | 08/13/12          | 08/19/12        | -T-----         |                |      |        | 1                 | \$600.00    |      |           |                   |
| N 3           | WTNH | 08/14/12          | 08/14/12        | News 8 @ 6a     | 6a-7a          |      | :30    |                   |             | NM   | 2         | \$1,500.00        |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                   |
| Week:         |      | 08/13/12          | 08/19/12        | -T-----         |                |      |        | 2                 | \$750.00    |      |           |                   |
| N 4           | WTNH | 08/14/12          | 08/14/12        | GMA             | 7a-9a          |      | :30    |                   |             | NM   | 3         | \$2,400.00        |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                   |
| Week:         |      | 08/13/12          | 08/19/12        | -T-----         |                |      |        | 3                 | \$800.00    |      |           |                   |
| N 5           | WTNH | 08/14/12          | 08/14/12        | M-F 9a-10a      | 9a-10a         |      | :30    |                   |             | NM   | 2         | \$1,200.00        |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                   |
| Week:         |      | 08/13/12          | 08/19/12        | -T-----         |                |      |        | 2                 | \$600.00    |      |           |                   |
| N 6           | WTNH | 08/14/12          | 08/14/12        | M-F 10a-11a     | 10a-11a        |      | :30    |                   |             | NM   | 2         | \$1,100.00        |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                   |
| Week:         |      | 08/13/12          | 08/19/12        | -T-----         |                |      |        | 2                 | \$550.00    |      |           |                   |
| N 7           | WTNH | 08/14/12          | 08/14/12        | The View        | 11a-12p        |      | :30    |                   |             | NM   | 1         | \$750.00          |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                   |
| Week:         |      | 08/13/12          | 08/19/12        | -T-----         |                |      |        | 1                 | \$750.00    |      |           |                   |
| N 8           | WTNH | 08/13/12          | 08/13/12        | Late News 8     | 11p-1135p      |      | :30    |                   |             | NM   | 1         | \$1,100.00        |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                   |
| Week:         |      | 08/13/12          | 08/19/12        | M-----          |                |      |        | 1                 | \$1,100.00  |      |           |                   |
| <b>Totals</b> |      |                   |                 |                 |                |      |        |                   |             |      | <b>13</b> | <b>\$9,100.00</b> |

| Time Period         | # of Spots | Gross Amount      | Net Amount        |
|---------------------|------------|-------------------|-------------------|
| 07/30/12 - 08/14/12 | 13         | \$9,100.00        | \$7,735.00        |
| <b>Totals</b>       | <b>13</b>  | <b>\$9,100.00</b> | <b>\$7,735.00</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions printed on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Rep Order# 6841328    Ver# 3    Status Revised    Traffic Order# 198078    Printed: 08/13/2012 1:43 PM    1 of 2

EC'd Yes    Last Received: 08/13/2012 1:27 PM    Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.  
Advertiser (    ) NEW DIRECTION PROJE  
Product NEW DIRECTION PROJE  
Estimate#  
Buyer DEVON PRESCOD  
Phone#  
Fax#

Agency (    ) LUC, INC.  
25 WHITLOCK PLACE, 2ND FL  
MARIETTA, GA 30064  
Agency C/P1/P2/E  
Flight Dates 08/13/2012 - 08/14/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---  
NEW DIRECTION PROJECT SC=\*

--- REMARKS ---  
THIS IS A REVISED ORDER  
LN 8 ADDED TO SKED  
TOTAL IS \$9100  
PLS CONFIRM  
THANKS KELLY

| Ln                                       | Dates       | Day | Time      | Spots/Week | Len | Rate       | Program | Total Spots | LT | # of Weeks | Total Cost | Daypart |
|--|-------------|-----|-----------|------------|-----|------------|---------|-------------|----|------------|------------|---------|
| *8                                       | 08/13-08/13 | M   | 11P-1135P | 1          | :30 | \$1,100.00 |         | 1           |    | 1          | \$1,100.00 |         |
| Buyline Comment: NEWS<br>ADD TO SKED     |             |     |           |            |     |            |         |             |    |            |            |         |
| Sales Remark: V3 ADD TO SKED<br>V3 Added |             |     |           |            |     |            |         |             |    |            |            |         |

---REPORT TOTALS---  
Report Totals: 1 / \$1,100.00

---SALES MONTHLY TOTALS---  
Aug 12: 13 / \$9,100.00  
Sales Totals: 13 / \$9,100.00  
Station Totals: 13 / \$9,100.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |          |         |          |          |          |          |
|---------------|----------|---------|----------|----------|----------|----------|
| Market Totals | \$18,284 | CABL 0% | WCCT 0%  | WCTX 0%  | WFSB 19% | WHCT 0%  |
|               |          | WRDM 0% | WTIC 16% | WTNH 49% | WUVN 0%  | WVIT 13% |
|               |          | XXX 0%  |          |          |          |          |

Rep Order# 6841328
Ver# 1
Status New
EC'd Yes

Traffic Order# 198078
Printed: 08/13/2012 12:49 PM
Last Received: 08/13/2012 12:47 PM
Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) NEW DIRECTION PROJE
Product NEW DIRECTION PROJE
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency ( ) LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 08/13/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

| --- CONTRACT COMMENT ---                |             |     |         |            |     |          |         |             |    |            |            |         |
|---|-------------|-----|---------|------------|-----|----------|---------|-------------|----|------------|------------|---------|
| NEW DIRECTION PROJECT SC=*              |             |     |         |            |     |          |         |             |    |            |            |         |
| Ln                                      | Dates       | Day | Time    | Spots/Week | Len | Rate     | Program | Total Spots | LT | # of Weeks | Total Cost | Daypart |
| 1                                       | 08/14-08/14 | TU  | 5A-530A | 1          | :30 | \$450.00 | PA      | 1           |    | 1          | \$450.00   |         |
| Buyline Comment: NEWS                   |             |     |         |            |     |          |         |             |    |            |            |         |
| 2                                       | 08/14-08/14 | TU  | 530A-6A | 1          | :30 | \$600.00 |         | 1           |    | 1          | \$600.00   |         |
| Buyline Comment: NEWS                   |             |     |         |            |     |          |         |             |    |            |            |         |
| 3                                       | 08/14-08/14 | TU  | 6A-7A   | 2          | :30 | \$750.00 |         | 2           |    | 1          | \$1,500.00 |         |
| Buyline Comment: NEWS **MAX SEP**       |             |     |         |            |     |          |         |             |    |            |            |         |
| 4                                       | 08/14-08/14 | TU  | 7A-9A   | 3          | :30 | \$800.00 |         | 3           |    | 1          | \$2,400.00 |         |
| Buyline Comment: GMA **MAX SEP**        |             |     |         |            |     |          |         |             |    |            |            |         |
| 5                                       | 08/14-08/14 | TU  | 9A-10A  | 2          | :30 | \$600.00 |         | 2           |    | 1          | \$1,200.00 |         |
| Buyline Comment: DR PHIL **MAX SEP**    |             |     |         |            |     |          |         |             |    |            |            |         |
| 6                                       | 08/14-08/14 | TU  | 10A-11A | 2          | :30 | \$550.00 |         | 2           |    | 1          | \$1,100.00 |         |
| Buyline Comment: RACHEL RAY **MAX SEP** |             |     |         |            |     |          |         |             |    |            |            |         |
| 7                                       | 08/14-08/14 | TU  | 11A-12P | 1          | :30 | \$750.00 |         | 1           |    | 1          | \$750.00   |         |
| Buyline Comment: THE VIEW               |             |     |         |            |     |          |         |             |    |            |            |         |

---REPORT TOTALS---
Report Totals: 12 / \$8,000.00

---SALES MONTHLY TOTALS---

EC'd Yes    Last Received: 08/13/2012 12:47 PM    Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) NEW DIRECTION PROJE  
Product NEW DIRECTION PROJE  
Estimate#  
Buyer DEVON PRESCOD  
Phone#  
Fax#  
Agency ( ) LUC, INC.  
25 WHITLOCK PLACE, 2ND FL  
MARIETTA, GA 30064  
Agency C/P1/P2/E  
Flight Dates 08/13/2012 - 08/14/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Aug 12: 12 / \$8,000.00  
Sales Totals: 12 / \$8,000.00  
Station Totals: 12 / \$8,000.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |          |         |          |          |          |          |
|---------------|----------|---------|----------|----------|----------|----------|
| Market Totals | \$16,074 | CABL 0% | WCCT 0%  | WCTX 0%  | WFSB 19% | WHCT 0%  |
|               |          | WRDM 0% | WTIC 16% | WTNH 49% | WUVN 0%  | WVIT 13% |
|               |          | XXX 0%  |          |          |          |          |

Books null  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE

**AGREEMENT FORM FOR  
NON-CANDIDATE/ISSUE ADVERTISEMENTS**

|   |                            |
|---|----------------------------|
| <b>Station and Location:</b><br>WTNH - TV New Haven, CT | <b>Date:</b><br>08/13/2012 |
|---|----------------------------|

I, Devon Prescod  
do hereby request station time concerning the following issue:

|  |
|--|
|  |
|--|

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
|                  |                                  |      |       |                |                 |

**SEE ATTACHED**

Date of First Broadcast: 08/13/2012

Date of Last Broadcast: 08/14/2012

**Total Charges:** \$\*\*\*\* 7735.00 NETThis broadcast time will be used by: New Direction Project

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"



Yes



No



For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

08/10/2012

Date



Signature

770-427-0735

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

